GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:76
ANSWERED ON:21.11.2016
National Tourism Advisory Council
Thakur Shri Anurag Singh

Will the Minister of TOURISM be pleased to state:

(a) whether adequate steps have been taken by the Government to promote India as a global tourist hub and if so, the details thereof;
(b) the specific steps taken by the Government to promote Himachal Pradesh as a tourist destination and the outcome thereof;
(c) whether the Government has constituted a National Tourism Advisory Council and if so, the details thereof; and
(d) the composition and the functions of the proposed council?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (d): A Statement is laid on the Table of the House.

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STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.*76 ANSWERED ON 21.11.2016 REGARDING NATIONAL TOURISM ADVISORY COUNCIL.

(a) and (b): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism products and destinations of the country including Himachal Pradesh.

MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territories for promotional activities undertaken by them in the overseas markets such as Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows, and Production of Publicity Material.

The number of domestic tourist visits to Himachal Pradesh was 171 lakh in 2015 as compared to 159 lakh in 2014 registering a growth of 7.5%. Similarly, the number of foreign tourist visits to the State of Himachal Pradesh was 4.06 lakh in 2015 as compared to 3.90 in 2014 registering a growth of 4.2%.

(c): The Ministry of Tourism has constituted the National Tourism Advisory Council (NTAC) on October 27th, 2016. The Council will have tenure of 3 years from the date of constitution.

(d): The composition of the NTAC is given at Annexure. The Council will act as a 'Think Tank' and advise the Government on various policy matters relating to tourism.
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